



INTRODUCTIONS

EXAMPLE INTRODUCTIONS

*Here (**the highlighted sentence**), the author used a statistic as a “hook”.

The bolded sentence is general background information.

Fact/Statistic:

In the past decade, telecommuting has increased 60% and has saved employers billions of dollars, with 80% of employers and employees stating they are happier telecommuting than working in an office. **Telecommuting has been a sensitive issue for businesses for many years, and while there is much debate on its effect on employees and businesses, there are many benefits to it.** Although many people believe that telecommuting decreases employee productivity and morale, they are inaccurate. Telecommuting actually leads to higher morale and productivity since employees can work in a quiet and distraction-free home, spend less money on commuting costs, and help the employer save costs on utilities.

*The last (underlined) part of the introduction is the thesis statement.

Question:

*Here (**the highlighted sentence**), the author used a question as a “hook”. The bolded sentence is general background information.

Did you know that if half of all U.S. companies allowed their employees to telecommute, \$60 billion spent on energy and supplies would be saved and 95% of employees currently working in an office would be happier? **Telecommuting has been a sensitive**



issue for businesses for many years, and while there is much debate on its effect on employees and businesses, there are many benefits to it. Although many people believe that telecommuting decreases employee productivity and morale, they are inaccurate. Telecommuting actually leads to higher morale and productivity since employees can work in a quiet and distraction-free home, spend less money on commuting costs, and help the employer save costs on utilities.

*The last (underlined) part of the introduction is the thesis statement.

EXAMPLE INTRODUCTIONS - CONTINUED

*Here (**the highlighted sentence**), the author used a quote as a “hook”. The bolded sentence is general background information.

Quote:

“For commuters stuck in traffic every day, time spent in a car cuts productivity in half. Nationwide, 4.2 billion hours are spent driving in traffic every year, which Telework Research said robs \$78 billion worth of productivity from the U.S. economy” (2011, p. 7).” **Telecommuting has been a sensitive issue for businesses for many years, and while there is much debate on its effect on employees and businesses, there are many benefits to it.** Although many people believe that telecommuting decreases employee productivity and morale, they are inaccurate. Telecommuting actually leads to higher morale and productivity since employees can work in a quiet and distraction-free home, spend less money on commuting costs, and help the employer save costs on utilities.

*The last (underlined) part of the introduction is the thesis statement.

EXAMPLE OF AN INEFFECTIVE INTRODUCTION:

*There is no identifiable hook. The facts are vague and look like opinions.

Question:

Telecommuting has been a sensitive issue for businesses for many years, and while there is much debate on its effect on employees and businesses, there are many benefits to it. Although many people believe that telecommuting decreases employee



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productivity and morale, they are inaccurate. Telecommuting actually leads to higher morale and productivity since employees can work in a quiet and distraction-free home, spend less money on commuting costs, and help the employer save costs on utilities.

*The thesis is last, but is not connected to the background information given.



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